



Saving lives and money Infineon's X-Gold 101 Germany's hottest product

Infineon's X-Gold 101 has won 2008's Prize for Innovation in German Business – the most prestigious award conferred upon high-tech breakthroughs in the country. And for good reason. The chip's technology platform's going to save lives, save money – and create a whole generation of killer apps. [killer applications]

Saving lives – at least 2,500 a year, reports the European Union. The lives will be saved by E-Call. This 'black box' is set to be SDE (standard operating equipment) by 2012 in all automobiles in the Union.



E-Call's 'heart' is an Infineon solution based on the X-Gold 101
Once an accident takes place – something that happens 14 million times a year in the EU – a crash sensor sends a signal to the chip's GPS and mobile telephony capabilities. They, in turn, notify the nearest emergency assistance post of the place and time of the accident.
The resultant 40% - 50% cutting of times of response will save both thousands of lives and up to EUR 26 billion a year in medical and other costs, reports the Union.

No more accident victims – of which there well over two million a year in the EU – lying trapped in a car or in a ditch, waiting helplessly and seemingly endlessly for a passerby to call the police.

Saving money – in another, very important way. The fingernail-sized X-Gold 101 is not only smaller than today's chips. It also reduces the number of electronic components in a simple mobile phone from over 200 to fewer than 50. The X-Gold 101 does this by having a GSM baseband, RF transceiver, RAM, camera, mixed signal, power management and other capabilities built into it.

What this means: telephones equipped with the X-Gold 101 or Infineon's related XM1010 platform are a lot cheaper – around 30% – than today's ones. No wonder that more than 100 million of these ULC (ultra-low costs) X-telephones have already been sold in Africa and Asia.

With many more to come. Half of the world's 6.6 billion people have never used a telephone. The X-telephones are going to change all that, forecast experts. Exciting though these prospects and developments are, these are just the start of the 'killer apps' to ensue from Infineon's X-Gold and the XM1010 families, reports Stephan Butz, who headed the Munich-headquartered Infineon's team of development.

"Is there any reason why computers, ticket dispensers, navigation systems or even keys to your house can't be equipped with these 'not-all-chips'?" he asks in an interview appearing in business weekly WirtschaftsWoche.



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Munich – best infrastructure in Europe, second best in the world

These are the findings of the 2009 Quality of Living study compiled by market researcher Mercer. The study used input from expatriates to rank the world's 215 leading cities.



Evaluated in the all-important infrastructure category were such parameters as reliability of electricity and water supply, quality and sophistication of telecommunications and postal services, extent and frequency of public transportation networks and links, level of stress from traffic, and number of international flights from local airport. Munich's top two placement in this category boosted it to a seventh place in the worldwide rankings of quality of life.

<http://www.mercer.com/qualityofliving>

Prudence and patience pay off: Munich Re shows how to weather financial storms

"A strong year, with an even stronger one to come." Only a very few of the world's major financial service companies got to make that statement about 2008. One of these very, very few is Munich Re, the world's largest and most successful re-insurer, which in 2008 recorded healthy profits of €15 billion and record gross premiums of nearly €28 billion. Own funds – the best indication of corporate solvency – also reached a record level of €21 billion.

"We know our companies and we know our private customers. So we know which services to supply them with, and how much to give them," he concludes. Such practices are the norm at Bavaria's 74 other savings banks, and at the state's 317 credit unions. And because they are, nearly all of these financial institutions also had good to excellent years in 2008.

The answers, very simply, are 'prudence' and 'patience.'

"We refrained from entering certain areas of business, just because the music is paving loudly doesn't mean that you have to dance. We always remained aware that higher rates of return inevitably mean higher risks," stated von Bonhadt in a recent interview in weekly Der Spiegel. In the interview, von Bonhadt detailed the barrage of criticism showered upon these policies of avoiding risks – "phoning" and "too conservative". As he explains, the keystone of these policies is rewarding managers for long-term and sustainable achievements, and not for racking up great quarterly results by entering into high-yield, highly dangerous transactions. As von Bonhadt notes, these policies are motivated by the "great sense of the long-term responsibilities we have for the well-being of our policyholders, our staff members and our other stakeholders".

Von Bonhadt's sense of responsibility extends to the well-being of environment.

The strength of his commitment to first finding and then implementing ways of saving the climate won him in 2007 Germany's "Eco-manager of the year" award. This is conferred by the World Wildlife Fund and business magazine Capital.

State-wide solvency

These policies of prudence and patience have been also been employed by a large number of other state financial institutions – with similar and positive results. One of them, Stadtsparkasse München (SSKM), Munich's municipal savings bank registered a sterling year in 2008, with all indicators at record or near-record levels – including amount of new credit supplied and net deposits.

As SSKM CEO Harald Strögen explains, his bank's success stems from sticking to what it knows and does best: serving Munich's booming economy and the companies and consumers comprising it.

"We know our companies and we know our private customers. So we know which services to supply them with, and how much to give them," he concludes. Such practices are the norm at Bavaria's 74 other savings banks, and at the state's 317 credit unions. And because they are, nearly all of these financial institutions also had good to excellent years in 2008.

What's inside

- From Bavaria: a chip saving lives and money
- Prudence pays off for Bavaria's profitable financial institutions
- Munich: best infrastructure in Europe, second best in the world
- Bavaria's hottest-in-the-world solar power sector
- B & B: in Bavaria, it means bed and biking

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The youngest for the biggest Karl-Theodor zu Guttenberg: Germany's new economics minister

On February 10, 2009, the 37-year-old Karl-Theodor zu Guttenberg became the youngest person ever to be appointed Germany's economics minister.

Zu Guttenberg has been in ceaseless action since then, trying to put out the many fires burning in this time of worldwide recession. His drive and his ability to keep cool even in the highest pressure of situations have won him kudos with the media in Germany and in the world.

Guttenberg's qualifications for managing Germany's recovery were gathered in Bavaria. In 1994, von Guttenberg, a lawyer by profession, assumed a senior position at the helm of the Munich-based Guttenberg GmbH, the company holding the assets of his family, which is one of the oldest and most illustrious in European aristocracy. The dynasty's seat is Bavaria's administrative district of Lower Franconia.



Bavaria in space GOCE gets a head on gravity

Reiner Rummel's 20-year dream became a reality on March 16, 2009. On that day, the pan-European GOCE (Gravity Field and Steady-State Ocean Explorer) satellite was launched into orbit.



The head of the Technical University Munich's Institute for Astronomical and Physical Geodesy, Rummel had envisioned sending into space a satellite equipped with an ultra-sensitive gravity gradiometer.

Doing such would give humanity its most accurate view ever of the earth's gravitational field, and thus of the forces shaping it. These include primarily the Earth's inwards. These, in turn, shape the circulation of the oceans and thus the workings of the climate.



Realizing this dream took twenty years of planning and implementing for the team headed by Rummel, the chairman of the GOCE Mission Advisory Group, and comprised of 10 institutions from seven countries.

His dream may have been fulfilled, but his work is by no means over. Rummel and his institute at TUM are participating in the compiling and evaluating of the data broadcast by GOCE in what is forecast to be a 20-month mission.

Innovation@home

Twenty four for the world Bavaria's universities of applied sciences

None of them is older than 39. Most are located in small cities and towns. And, until recently, their main objectives were defined to be turning out engineers and other technical personnel so badly needed by employers.

Bavaria's 24 universities of applied sciences would appear to be unlikely candidates for worldwide technological renown.

But that in fact is the case. Whether it be in the fields of computer graphics, aerospace engineering, beer brewing, wood-based building or dozens of other cutting-edge sectors, the universities are worldwide technology leaders.

And that's because of the close working relationships they've entered into with state manufacturers and research institutes.

The lack of certainty as to the final use of Braunschweig's findings hasn't prevented him from being one of world science's most sought-after contributors and speakers. Since 2005, he has published more than 30 articles in leading journals of chemistry, and has given more than 50 lectures during this time.

Weihenstephan
With its main campus located in the northern Munich suburb of Freising, and with others in Straubing and Triesing, Weihenstephan has long been a forerunner in the developing of better (more efficient, yielding higher quality products) agricultural technologies. Today, Weihenstephan is a major center of 'green' (agriculture-use) biotechnologies/standards



Nanion: speeding up the pharmaceutical pipeline

Bavaria's life sciences sector is thriving. One reason is that it is delivering the devices giving researchers new speeds, ranges and capabilities of drug discovery.

Prime among the state's enablers is **Munich's Nanion**. It has replaced pipettes with chips in patch clamp systems. By doing so, Nanion has increased research throughput ten-fold, and has given the life sciences new methods of investigation.



Nanion's business story as its technology one.

In 2001, CEO Nils Ferling, then a pre-doc at the Center of Nanoscience at Munich's Ludwig-Maximilians University, decided to realize his vision of spinning off his research. To do such, Ferling and his partners took part in the city's Businessplan Competition.

A year later, honed with the insights gained from this participation, Ferling started up Nanion. Since then, the company has accomplished two difficult feats. It has systematically upgraded its products and services, and has been profitable while doing such.

This makes it a rarity in the world of biotech, in which a company's early years are generally associated with "cash burning".



Nanion's business story

Invest in Bavaria

Regenerative fuels fuelled power plants

Bavaria doesn't have oil or natural gas. It is, however, abundantly blessed with another of fuel: wood.

The products of its €1.5 billion-a-year lumber industry and of the downstream sectors using its products (furniture and construction) are turned, along with other organic materials by **biomass power plants**, the into heat fed into district heating systems in

Plattlinghofen: south central Bavaria in **Markt Schwaben**; greater Munich
Hauzenberg: eastern Bavaria

As befitting its largest-state-in-Germany expanse, Bavaria has a huge agriculture sector. Its wastes are turned into **biogas**, and then combusted at some 1350 facilities in the state.

Such robots have, however, two grave flaws. They are blind and they are dumb. They lack the eyes and the intelligence to recognize and respond to such unexpected situations or components of inferior quality.



The largest of these biogas power plants (and the largest in the world) was commissioned in May 2007 in **Plattenberg/Ebersberg**: greater Munich.

It may well be Bavaria's greatest source of clean energy, and it is invisible – at least unless you have a camera to slip down into a hole drilled anywhere up to 5,000 meters below the surface of the southern part (Alps to the Danube) of the state.

That's where human beings shine. And that's why many manufacturers have been deploying people instead of robots on such lines.

A number of companies have striven to solve that problem by coupling cameras to robots. The problem with their MV systems was that each involved a huge amount of proprietary programming. This programming, in turn, priced such systems out of the reach of many users.

That's where the state's aquifer of geothermal water is located. Tapping its 30°C - 140°C heat are a large number of **geothermal energy stations**. With 90 fields in Bavaria either already being tapped or set for exploitation, these include

Simbach: eastern Bavaria; heat **Unterhaching**: greater Munich; **Sauerlach**: greater Munich; to be completed in 2009
Munich: located in the eastern Munich borough of Riem heat
Dürnhaar/Aying: greater Munich
(to be completed at the end of 2009) electricity



These two software packages make MVtec a world technology leader in the MV(machine vision) field. The company was founded in 1996 and is headed by CEOs Dr. Wolfgang Eckstein and Dr. Olaf Munkelt.

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From Bavaria: the next industrial revolution

Making robots see. MVtec

MV (machine vision) systems are going to revolutionize manufacturing. Such systems are comprised of industrial robots and image capturing and processing technologies.

Industrial robots are unexcelled at doing complex and repetitive tasks. That's why they were, for a very long time the mainstay of assembly lines.

Such robots have, however, two grave flaws. They are blind and they are dumb. They lack the eyes and the intelligence to recognize and respond to such unexpected situations or components of inferior quality.

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Playmobil and the joys of ethical toys

Playmobil's toys are not associated with star wars or t-rex or bat or super man. Once put together, they pretty much stand around. Nor are they produced in China, Vietnam or other low-wage countries.

The only thing kids can do with the toy's is to use their sense of imagination and play with them.

Sounds like a recipe for a business disaster. It is, in fact, quite the opposite. Headquartered in Zindorf, a town in Central Franconia, Playmobil is indisputably one of the world's most sustainably successful toy companies.

In 2008, a year in which many other large-sized toy companies were crashing and burning, Playmobil had sales of €62 million, up 6% over 2007. Playmobil's owner, the Brandstätter group, recorded a corresponding rise in sales of 8%, going from €459 million to €496 million - and creating 100 jobs in the process.

To assure high product quality, Playmobil's police officers, Viking chiefs and airports are manufactured in Germany and in fellow EU members Malta, Spain and the Czech Republic.



(©OLAF/36705)

Playmobil's story of success

These results set forth a remarkable if somewhat twisting story of success.

Founded in 1976, Brandstätter started out producing locks for rackets. The company then branched out into metal goods and then, after World War II, into telephones and piggy banks.

The company produced in the late 50s its first toy—the Hula Hop. In the 1970s, competition from low-wage countries and the rising price of plastic (caused by the oil crisis) forced Brandstätter to cast about for a new money spinner.

It was then—in 1974—that Hans Beck, the company's chief designer, finalized his idea of creating little figures coming equipped with the appropriate settings.

It took a lot of grit on Beck's part to first convince his boss Horst Brandstätter to give his brainwave a try. It then took Brandstätter lots of hard selling and a few ingenious plots to convince the toy world that Playmobil was the coming thing.

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We're talking about the highest levels of security here.

Worried about fires? Threx can withstand heat up to 1000°C. Worried about lightning bolts? Threx can handle up to 250,000 volts.

Worried about break-ins? Threx isn't fazed by crowbars or hammers. Worried about earthquakes? Threx can withstand up pressures up to 100 kN.

The winner of 2008's Munich Business Plan competition, Secumen was funded at the beginning of 2007 by Adriana and Dirk Brunner.

As they point out, the reason why Secumen can guarantee such a high level of quality is the company's policy of procuring supplies from producers based in the Munich region.

More than four fifths of the 500 parts going into a Threx are manufactured by producers in greater Munich.



Making their mark: Bavarians who built Bavaria

Oskar von Miller.

switching on the entire world, and putting the entire world in a museum

The world owes a lot to Oskar von Miller. Like its electricity grids. Like its ways of producing and storing electricity. And like the museum showcasing these and all other technological innovations.



von Miller's legacy: reliable electricity

Thanks to von Miller and his successors, Germany has one of the lowest rates of power outages in Europe and one of the lowest in the world. Outages average 22 minutes per customer per year, reports the Association of Germany's Electricity Industry. Comparable figures for France, the UK, Spain and the USA: 51, 61, 118 and 214 minutes.

Deutsches Museum's two offshoots

To making taking in its exhaustive and sometimes exhausting collection a bit more doable, the DM spun off two of its collections into museums of their own:

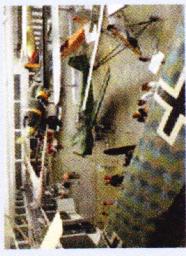
The Transportation Center

Located in the spacious, Industrial Age buildings once housing Munich's trade fair grounds, the Center has many of the DM's most enduring 'hits' with young and old: 19th century trains and 20th century cars, buses and trams.



The Aerospace Museum

Located in the northern Munich suburb of Oberisheim, the museum has a Smithsonian-like collection of aircraft, rockets, helicopters and much more.



This breakthrough made AC the world's standard, and served as the cornerstone for electricity grids around the world.

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Von Miller's passion for developing electricity led to him to achieve a large number of other significant electricity-related achievements, including the building of what was at the time the world's largest hydraulic power plant.

But the achievement for which he is best remembered had to do with another passion: collecting innovations.

On May 7th, 1925, on von Miller's 70th birthday, and after 22 years of collecting, funding and building, his greatest dream came true – of amassing in one building all of the technological breakthroughs made by humanity over the ages.

It was on that day that the Deutsches Museum was commissioned.

In view of von Miller's objective, it's not surprising that the new building and its collection were large – very large. Today the museum's 55,000 square meters of space are home to 20,000 objects of exhibition. All told, its collection has 100,000 such objects. And its peerless library has 300,000 of the world's most important manuscripts of scientific endeavor and achievement.

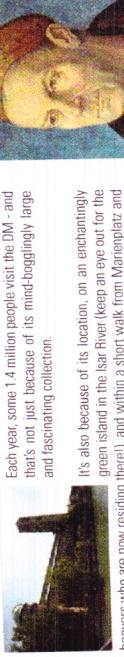
These figures make the DM the largest single-building museum of technology in the world. The Smithsonian is larger, but is comprised of 16 individual museums.



Invest
in Bavaria

Places to know, places to go in Bavaria

Deutsches Museum and its two offshoots in Munich.



Each year, some 1.4 million people visit the DM - and that's not just because of its mind-bogglingly large and fascinating collection.

It's also because of its location, on an enchantingly green island in the Isar River, keep an eye out for the beavers who are now residing there! , and within a short walk from Marienplatz and the rest of downtown.

It's also because of Kid's Kingdom, located in the museum's bottom floor and 1,300 square meters of hands-on fun for children up to 8 years of age.

Re the collection, there are two things of which you can be sure.

1. It has an exhaustive and enchanting exhibition on anything you are interested in, no matter how arcane, including medieval medicine making and alchemy, state-of-the-art computers and microelectronics chips.

2. You will always get sidetracked while making your way to interest of choice. Who can resist a glance at Viking ships or wraparound views of the universe? Who doesn't want to try their hands at the fiendishly complicated but oh so simple-looking games on the fourth floor?

The Deutsches Museum is open every day (except for eight days during the year) from 9 am – 5 pm. www.deutsches-museum.de

Bettenheim



The immigrant was, of course, Levi Strauss. His house of birth has been turned into a museum detailing the life and times of Strauss and his family. If you're serious, very serious about jeans, this is the place to go.

www.levi-strauss-museum.de/



Invest
in Bavaria

Cool bikes from Bavaria

Want to bike in style down Bavaria's bikeways? Get a Ghost or Corratec bike.



The Fuggerei is every modern urban dweller's dream: low rents (88 cents a year) and traditional architecture (pretty much unchanged from its year of building in 1523) in a gated and walled community (gates are locked from 10 pm to 5 am) located in the heart of one of Europe's most beautiful cities: Augsburg.

The Fuggerei's rents and affirmative action policies (its 150 residents are proactively recruited among the aged, afflicted and impoverished) also make it the role model for every crusader for social justice.

Odd that this template for social care should have been built by one of the most grasping capitalists of his (or any) time: Jakob Fugger (1459-1525), son of the fabled banking dynasty.

Odd - and ironic - that the best known remnants of the House of Fugger's fabled wealth are these 140 dwellings for the poor. www.fuggerei.de

One billion pairs of blue jeans are sold every year. Five billion are found in the world's closets. All of these are the products of a single, brilliant idea: of using upholstered fabric for work clothes - which fastened in 1873 into the mind of a 44 year old immigrant to the USA from the northern Bavarian town of Bittenheim.

Another reason for the bikeways' popularity: the 800 certified B&B (bed and bike) hotels, pensions, camping grounds and hostels lining them.

According to the Bavarian chapter of ADFC (association of Germany's cyclists), these B&Bs range in luxuriousness from four-star hotels devoted to pampering cyclist and cycle in every conceivable way to "hay hotels" - barns offering bikers a very immediate way to get back to and into nature.

These B&Bs join with the following routes, in explaining why Bavaria was voted Germany's best place to bike in the 2009 edition of ADFC's annual poll of bikers.

Cool Bikes



Ghost Bikes

Located in Waldsassen, a town in the Forest, Ghost Bikes was founded in 1993. Since then, in a perfect example of the unswerving pursuit of excellence producing strong business results, the company has grown steadily. It now employs 90 staff members. Its bikes are sold in more than 20 countries.



Corratec

Equally admired in the world of cycling, Corratec is headquartered in the southern Bavarian town of Haubling. It produces a full range of high-end road, mountain trekking and kids bikes.

B&B: in Bavaria, it means "bed and biking"



116 routes and a total length of 8700 kilometers: Bavaria has, indisputably, the largest grid of bikeways of any region in the world.

One reason for the grid's size: Bavaria is by far Germany's largest state.

One reason for its popularity on these routes are Bavaria's world-famous castles, pristine lakes, rippling rivers and picturesque cities.

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Favorite routes

Ride alongside the rivers

The routes running alongside the Danube, Altmühl, Inn and Main are some of the world's most popular, and it's easy to see why.

They are, by and large, flat. They make it impossible (well, very difficult) to lose one's way - just keep the river to your right or left. They offer instantaneous cool-offs and refresh-ups whenever so desired.

They also offer quick-changes of types of sport: if you want a break from cycling, rent a canoe or rowboat and take to the river. If you want to stretch your legs, what better place to do it in than Passau, Landshut, Eichstätt or any others of the literally hundreds of scenic cities lining the rivers and their routes?



Ride for romance

It is one of the most more picturesque and... well... romantic sights Europe has to offer: You cycle to the top of a promontory, Materializing before your eyes is a perfectly-preserved medieval town, complete and replete with turrets and towers and city gates. We're talking about Rothenburg ob der Tauber, Dinkelsbühl and the other favorites with the world's tourists linked by the Romantic Route.

It, in turn, runs the length of western Bavaria, junctioning at its southern end with two other hits with cyclists.

Cycle-seeing in and around Füssen

Bavaria's King Ludwig I spent much of his childhood in Füssen's Hohenschwangau castle. He liked the area so much that he decided to build a castle of his own there: Neuschwanstein.

The two castles form the starting and ending points of an 80 km route taking in the churches, villages and lakes (including the majestic Forggensee) forming, along with the mighty Alps to the immediate south, the landscape so loved by Bavaria's beauty-crazed king.

Mighty in the mountains

Füssen is also a major stop on the Lake of Constance - Königssee (Lake of Kings) route, which is reportedly the longest (418 km) and one of the most challenging in Bavaria. That's because it runs alongside (and sometimes through) the Alps. Equally challenging and nearly as long is the route paralleling the Bavarian-Czech border. For most of its length it goes by the name 'Green Roof' route. The 'green' and the 'roof' is a reference to the Bavarian Forest, whose wooded heights up to 1456 meters) this route traverses.

Here to fare
Other favorites take you to (but not necessarily out of) Munich's beer gardens, Upper Franconia's breweries and lower Franconia's vineyards and route-side inns.

For further information:
www.bayernbikewe.de

New and newsworthy

Israel is number 20!

Bavaria and Israel have a close relationship, with more than 1,000 of the state's companies doing business in the country. Of these companies, no less than 350 have set subsidiaries, offices or working relationships in and with Israel and its businesses. On March 24, 2009, that close relationship got a bit closer. On that day, the state of Bavaria opened its office for Israel in Tel Aviv. It is the twentieth in the state's world-spanning network. The office is headed by Godel Rosenberg, a seasoned veteran of international business.

Munich: Germany's number one IT market

A few months ago, it was America's AGCO which made a hundred million euro investment in the southwestern Bavarian region of the Altmühl. This time, it's Nestlé's turn. The Swiss food giant, the largest in the world, is going to spend €108 million to expand its baby food production facility in the eastern Altmühl town of Bressenholzen.

The Altmühl does it again!

A few months ago, it was America's AGCO which made a hundred million euro investment in the southwestern Bavarian region of the Altmühl. This time, it's Nestlé's turn. The Swiss food giant, the largest in the world, is going to spend €108 million to expand its baby food production facility in the eastern Altmühl town of Bressenholzen. This year's winners were:

Bavaria's Quality Prize 2009: three winners, one ultra-high standard of quality

It may be the toughest award to win in Bavaria—the state's Quality Prize. And that's because the competition is so great. There are simply so many companies in the state manufacturing products which are worldwide benchmarks for performance.

- MANN + HUMMEL

Located in Marktredwitz, Lower Bavaria, the company is a producer of filter and suction systems and plastics-based components for the automotive and industrial engineering sectors.

- KSB AG

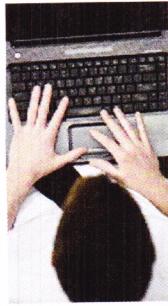
Headquartered in Pegnitz, Upper Franconia, KSB manufactures armatures used in the industrial engineering sector.

- MTU Aero Engines GmbH

The Munich-based MTU is Germany's leading manufacturer of aircraft engines and the world's number one supplier of related maintenance services.

Inventions the world has been waiting for.

Researchers at TUM (Munich's University of Technology) have eliminated one of humanity's biggest time-wasters: the 'won't come out' ketchup bottle. Their bottle is made out of a new kind of glass. It is so smooth that it serves as a slide zooming the ketchup out of the bottle and on to your hamburger!





Invest
in Bavaria

At your service

Trade fairs in Bavaria

July 1 – September 30th, 2009

Trade fairs in Munich:

BIKE Expo

Leading trade fair for the bicycle industry
July 23–26, 2009
www.bike-expo.com

DRINKTEC 2009

Beverage and liquid food technologies
September 14–18, 2009
www.drinktec.com

Trade fairs in Nuremberg:

Fach Pack

Packaging technologies
www.fachpack.de

Print Pack

Printing and production of packagings
www.printpack.de
both September 29 – October 1, 2009

Bavaria goes abroad: trade fairs and business trips

Bavaria International, Bavaria's international business development arm, is facilitating the following trips in 2009.

Delegations headed by Martin Zell (Bavaria's economics minister) or by Karla Hassel (state secretary)

Business trips:

Eastern Russia
industrial engineering
July 15 – 24

Kiev, Ukraine

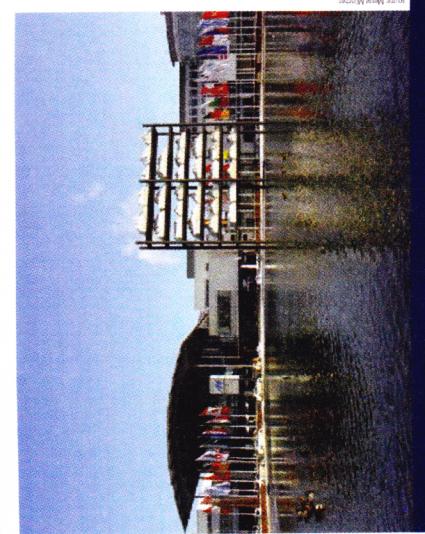
construction
autumn
November 1 – 8

Poland (Cracow, Lodz, Poznan)
November 25 – 27



For further information:

Bavaria International
Ms. Agnieszka Eckert
aekert@bavaria-international.de
www.bavaria-international.de
+49 89 660 568 301



WWW.INVEST-IN-BAVARIA.COM



Invest
in Bavaria

Imprint

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Contact

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Invest in Bavaria

Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology
Prinzregentenstr. 28
80538 Munich (Germany)
Tel.: +49 89 2162-2642
Fax: +49 89 2162-2803
www.invest-in-bavaria.com

Should you wish to subscribe
to Business Bavaria, please register at:
www.invest-in-bavaria.com



Invest in Bavaria is the central coordinating body for investors in the Bavarian Ministry of Economic Affairs. Our international team is there to offer you confidential assistance in the setting up of a new business or expanding your present facilities in Bavaria. We will provide you with information, help you find a suitable site and arrange contacts with government agencies as well as local partners and networks. Our service is of course free of charge.

WWW.INVEST-IN-BAVARIA.COM

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Registrant: Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology - U.S. Office for Economic Development



State of Bavaria - United States Office for Economic Development
Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology
560 Lexington Avenue, 17th Floor, New York, NY 10022 USA • 1-800-595-2990 or 212-317-0688 • Fax: 212-317-0590 • info@bavaria.org

Invest
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ABOUT | SERVICES | CONTACT

About Invest in Bavaria

home / about

print page

About

Introduction

Invest-in-Bavaria is the investment and location marketing organization of the Bavarian State Ministry for Economic Affairs, Infrastructure, Transport and Technology. It is part of the Department of International Trade and Investment and is operated in conjunction with Bayern International.

Mission

Invest-in-Bavaria is under the leadership of the Bavarian State Minister Mr. Martin Zeil. The State of Bavaria United States Office for Economic Development is headed by Ms. Dagmar Cassan, MBA, Executive Managing Director.

Services

The State of Bavaria United States Office for Economic Development is one of the **20 representative offices** of Invest-in-Bavaria's global network.

Team

The office's many recognitions and awards include, most recently in 2008, the International Economic Development Council Award for "Best Special Purpose Brochure" as well as awards received in 2003, 2004, 2006 and 2007. Other awards include: in 2008 American Business Award finalists for "Best Overall Web Design" and "Best Home Page", in 2006 the International Business Stevie Award: "Best Satellite Office or Facility" and in 1999 Business Facilities: Annual Economic Achievement Award, Gold.

Contact



Invest in Bavaria's United States Office

enter search term(s)

Resources

- [Investors' Guide](#)
- [Publications](#)
- [Location Search \(SISBY\)](#)
- [Bavarian Company Database](#)
- [German Information Center](#)

Assistance for U.S. Investors

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Addendum i page 5

Registrant: Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology - U.S. Office for Economic Development



State of Bavaria - United States Office for Economic Development
Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology
560 Lexington Avenue, 17th Floor New York, NY 10022 USA • 1-800-595-2990 or 212-317-0588 • Fax 212-317-0590 • info@bavaria.org

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Mission

Introduction

The mission of the State of Bavaria United States Office for Economic Development is to assist American companies in finding the most advantageous solution for their business expansions and acquisitions in Europe.

Mission

We seek to attract productive foreign direct investment into Germany's southern state of Bavaria to support economic growth and development in Bavaria's key industry clusters. We achieve this by promoting Bavaria's strategic and competitive advantages to U.S. investors and business leaders and by providing them with cost-free and confidential professional services to assist in their investment process.

Services

Familiar with the intricacies of the corporate cultures of both German and American companies, our New York based team with the direct support of the Invest-In-Bavaria team at our Headquarters in Munich, seeks to streamline the fact-finding and the efficiency phases of the investment process. Over the past decade, since the founding of the office in 1996, the team's track record has been substantial, having helped a wide range of U.S. businesses successfully achieve their desired overseas objectives in Bavaria.

Team

We invite you to join the over 850 U.S. companies that have successfully established subsidiaries in Bavaria. We look forward to helping you achieve your expansion and acquisition objectives and offer you our **services**.

Contact



Invest-In-Bavaria's Munich Office
Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology
28 Prinzregenten Street, Munich Germany

Assistance for U.S. Investors

- Services
- Team
- Contact
- Request Information

Newsletter Signup

Download or Subscribe to our free "Bavaria in the News" Newsletter.

**Brochures and materials of the Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology Office for Economic
Development for circulation and distribution purposes**

FARA LABELING

1	07/14/09	Solar Technology Flyer: distributed at InterSolar, Trade Fair, San Francisco
2	07/15/09	Executive Breakfast: Invitation to Solar Technology in Bavaria and follow-up letter
3	08/24/09	Mailing of Bavaria's Foreign Trade 2008
4	3 rd Quarter 09	3 rd Quarter Newsletter: Business Bavaria
5	09/22/09	Newsletter distributed at ION, Savannah, GA;
6	09/15/09	VC Magazin: Biotech-Cluster Bavaria, distr. at BioPharm, San Francisco
7	10/08/09	Invitation: 5th annual Oktoberfest Networking reception
8	4th Quarter 09	4th Quarter Newsletter: Business Bavaria
9	10/19/09	Attended and exhibited at Digital Hollywood, Santa Monica, CA
10	12/09/09	"Happy Holidays" e-mail sent to database contact
11	12/09	Brochure: Life Sciences in Greater Munich Biotech Region

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**Invest
in Bavaria**



State of Bavaria – U.S. Office
388 Market Street, Suite
1050
San Francisco, CA 94111
Phone: +1 (415)-362-1001
Fax: +1 (415)-362-1030
sanfrancisco@bavaria.org
www.invest-in-bavaria.com

State of Bavaria – Executive Business Breakfast

“Solar Technology in Bavaria”

Program:

Lucie E. Merkle, Executive Director
State of Bavaria U.S. Office (West Coast)

Introduction

Constantin Schirmer & Robert Bartl
Bayern Innovativ GmbH, Nuremberg /
Cluster Energy Technology

Bavaria's Energy Technology Sector: Strong Networks

Willy Bihler, CEO
Solarzentrum Allgau
Energy Technology Made in Bavaria: Combination Module PV
Therm

Wednesday 15th July, 2009, 8:00 am – 10:00 am

Work Room 3, Floor 3

w – Hotel San Francisco
181 Third Street, San Francisco, CA 94103

Contact:
Tel: +1 415 362 1001
Email: sanfrancisco@bavaria.org

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2010 FEB -1 PH 3: 20

Please also visit us at the Intersolar North America 2009 at the Bavarian Pavilion:

9736 A – West Hall

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Lucie E. Merkle

Sincerely,

from you.

If you have any questions please do not hesitate to contact us. We look forward hearing

The State of Bavaria U.S. West Coast Office is your partner for overseas business development, partnering and expansion projects. We offer individual and cost-free assistance in finding a business location and establishing contacts with key partners and industry experts in Bavaria.

Please let us know if you are interested in a copy of the keynotes of Dr. Robert Bartl, Bavarian Energy Technology Cluster, and Mr. Willi Bihler, Solarzentrum Allgäu. We are happy to send you a PDF-file.

<http://www.bavaria-innovation.de/key-technologies-in-bavaria/en>

information on products, services, research institutes and Bavarian companies: or check out our online company database "Key Technologies in Bavaria" with free

<http://www.invest-in-bavaria.de/en/bavarias-clusters/environment-energy-technologies/> To learn more about Bavaria's energy cluster and cooperation opportunities, please visit

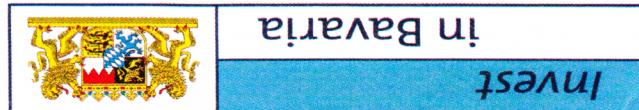
As Dr. Robert Bartl, Bayern Innovativ GmbH/Energy Technology Cluster, pointed out in his keynote, Bavaria belongs to the top regions in Germany regarding Energy Efficiency and Renewable Energy Sources.

Thank you for joining our breakfast event at the W Hotel in San Francisco on July 15th!

State of Bavaria "Executive Business Breakfast"
W Hotel San Francisco, July 15th, 2009

July 29, 2009

State of Bavaria
United States Office for Economic Development /
West Coast Division



May 2009 (distributed July 2009)

STRONG NETWORKS ...

Bavaria's environmental cluster **2009 FEB - 1 PM 3:19**

[www.umweltclusternet](http://www.umweltclusternet.de)

Augsburg's center of incubation for environmental

technology companies www.u-t-g.de

Bavaria's energy technologies cluster

www.cluster-energietechnik.de

Bavaria's energy forum

www.bayerisches-energieforum.de

... STRONG COOPERATIONS

Geothermal power: Located near Munich is Germany's largest geothermal heating plant. In it, 150 liters per second of 122 °C water surge to the surface from a depth of 3,400 meters. The water's heat saves 30,000 tons of carbon annually.

Eichstätt's green operated Hofmühl brewery: Brew master Benno Emslander brews beer requiring only half the energy of conventional production. Highly efficient photovoltaic cells generate the brewery's electricity.

Links

ATZ Development Center

www.atz.de

Bavarian Research Alliance

www.bayfor.org

bifa Environmental Institute

www.bifa.de

Bavarian Center for Applied Energy Research

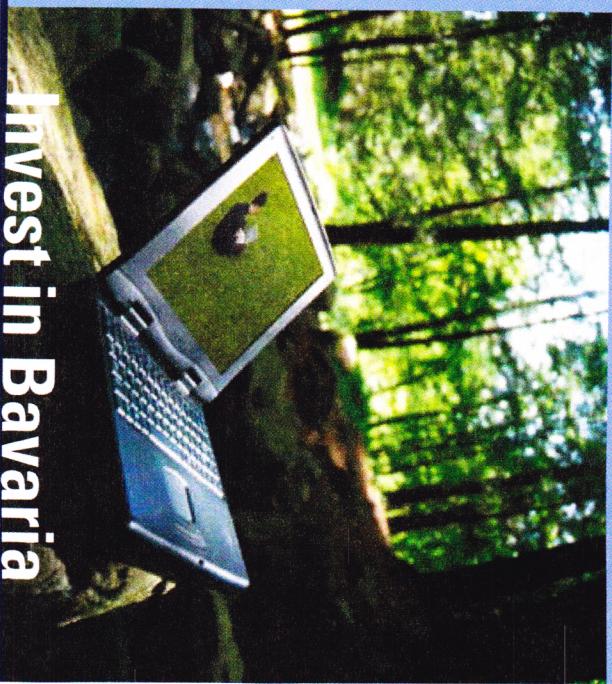
www.zae-bayern.de

Helmholtz Center Munich

www.helmholtz-muenchen.de

Center of Expertise in Regenerative Raw Materials
www.konaro.bayern.de

Invest
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www.invest-in-bavaria.com

Editor
**Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology**
Invest in Bavaria

Dr. Johann Niggel
Prinzregentenstr. 28
80538 Munich | Germany

Tel.: +49 89 2162-2642
Fax: +49 89 2162-2803
info@invest-in-bavaria.com
www.invest-in-bavaria.com

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Invest in Bavaria is jointly operated by the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology and Bayern International GmbH
Edition May 2009

Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology



BAVARIA: GREEN PROVIDES RENEWABLE ENERGY



We in Bavaria are developing energy technologies capable of sustaining both a strong economic growth and a healthy environment for the people.

Bavaria is leading the way in environmental technologies ...

With over 2,000 companies and institutes, Bavaria's management of sewage, water, recycled waste, air, and renewable resources sets the standard.

... and energy technologies

A sustained supply of energy in Bavaria relies on the State's diversified mix of advanced technologies. Developed and maintained by over 110,000 people, advanced technologies use conventional and renewable resources as hydraulic, photovoltaic, solarthermal, biofuel, wind, and geothermal.

A strong economy

Economic data reveal that Bavaria's economy is one of the strongest performers in Germany and in Europe. This economic performance is facilitated by the State's technological infrastructure of high-speed and high-performance connections to international grids and markets.

Quality of life

Bavaria is Germany's leading region for both high-tech and tourism. Living in Bavaria provides a unique opportunity for work and life's enjoyment, and entertainment.

OUR STRENGTHS ARE YOUR OPPORTUNITIES

RESEARCH AND DEVELOPMENT



Environmental policies

Bavaria's quality environment is a result of the State launching initiatives in the *Climate Program 2020*, the *Bavarian Environmental Pact*, and as the *Bavarian Energy Award*. The State's environmental and energy policy thrusts provide large amounts to support R & D, increase the State's energy efficiency by 30 % in 2020, and reduce substantially emissions of carbon. In addition, German policies guaranteeing feed-ins remain.



Superior training for highly qualified specialists

Bavaria's Universities and Universities of Applied Sciences are internationally renowned for graduating highly qualified engineers and technicians. Graduates receive degrees in *Sustainable Resource Management* and *Environmental and Energy System Technologies*, to name only two of the many competitive environmental technologies degree programs. In Bavaria, numerous internationally renowned research institutes develop technological innovations. The number of patents received is the highest in Germany. In short, one finds in Bavaria highly qualified specialists for the future.

Because 3 % of Bavaria's GDP is devoted to R & D, the State is ranked as world-class.

The major contributor is environmental technologies. Funding allows Bavaria's R & D institutes to develop technologies and expertise ranging from processes of ground decontamination, advanced management of land, and innovative materials. In energy technologies, Bavaria is creating an advanced energy generation and conservation systems, renewable sources of energy, and fuel cells.



Date sent 2/2 + 2/11
Letters 2

STATE OF BAVARIA

Office for Economic Development

UNITED STATES OFFICE

560 Lexington Avenue, 17th Floor
New York, New York 10022-6828

Phone: (212) 317-0588
(800) 595-2990
Fax: (212) 317-0590
E-mail: info@bavaria.org
Internet: www.bavaria.org

January 20, 2009

<Contact>
<Status>
<Company>
<Address 1> <Address 2>
<City>, <State> <Zip>

AlwaysON Media Conference in New York, February 2-4 2009 Expansion to Europe - Invest in Bavaria

Dear <Salutation>:

We see that you are participating in the AlwaysON Conference in New York. The State of Bavaria U.S. Office for Economic Development is also attending this conference and would like to meet with you, if you are planning to expand to Europe, Germany.

We are an organization of the German State of Bavaria. We provide **free of charge and completely confidential** assistance to American companies interested in expanding to Europe. U.S. executives and investors can save valuable time and effort with our professional services including for example:

- comprehensive economic information and information on potential financial support programs
- identifying the most favorable sites and facilities based on your specific expansion criteria
- liaison to valuable contacts in the Bavarian business and government communities
- assistance with administrative formalities
- aftercare support

Bavaria is Germany's leading Media Cluster comprised of an estimated 20,000 media companies and 200,000 employees with an annual turnover of 30 billion euros including companies such as Big Band Networks Germany, Buena Vista International, Harris Broadcasting Corporation, Condé Nast Verlag GmbH, Discovery Communications Deutschland GmbH and yahoo! Deutschland GmbH, Kabel Deutschland (KDG), Astra Platform (APS), Premiere, Random House and many more.

I thank you for your consideration and look forward to following up with you next week.

Very truly yours,

Jan Danisman
Deputy Director – Projects

IMTS 2/3
8X

Dear Mr. <Last Name>,

We see that you will be exhibiting at the IMTS on September 13-18, 2010, as will we, The German State of Bavaria. We are writing to introduce our office and the cost free services that we offer to companies considering establishing a location in Germany. We would also like ask if you are interested in meeting with any of the Bavarian companies who will be exhibiting at our booth during the show, as potential partners or customers.

Bavaria's 8,000 manufacturing companies offer a huge market for technology and service providers catering to this sector. The transit state Bavaria has a natural advantage because of its geographical location at the crossroads between Western and Eastern Europe. Its proximity to the developing markets in Eastern and Central Europe, its state the art infrastructure, its wealth of global technology giants as well as small and midsized IT companies, its highly qualified and innovative computer scientists and the business-friendly policies of the State of Bavaria have made Bavaria Europe's high tech center. American companies continue to successfully establish themselves in this exciting market.

We invite you to consider the German State of Bavaria as a business location and to utilize our cost free services to save you time and money as you expand into the European market. We offer you the following services:

- Providing valuable information to support the analysis and decision making process
- Using our vast network in the state to provide valuable introductions to industry experts in Bavaria and setting up appointments during site visits
- Exploring opportunities for potential financing and incentives according to funding criteria
- Identifying the most suitable locations based on the company's strategic goals and assisting with site inspections
- Ensuring that official formalities are completed rapidly and effectively
- Provide "aftercare" support to assist our companies to be successful and grow once located in Bavaria

Our track record is substantial, having helped numerous U.S. companies successfully achieve their desired objectives in Bavaria. Today 850 American companies have business locations in Germany's southern state - Bavaria. We invite you to view www.bavaria.org and www.invest-in-bavaria.com for more information about doing business in Bavaria and our organization. I look forward to getting in touch with you, and helping you when you are ready for European expansion.

Very truly yours,

Jan Danisman

Deputy Director - Projects

State of Bavaria
U.S. Office for Economic Development
560 Lexington Avenue, Floor 17
New York, NY 10022

Telephone: 212-317-0588
Facsimile: 212-317-0590
E-Mail: jdanisman@bavaria.org
Internet: www.bavaria.org

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*Albert
9 X 2/3*

<First Name:78>, <Last Name:79>
<Company:25>, <City:30>, <State:31>

Dear <Salutation:40> <Last Name:79>,

We are pleased to see you will be exhibiting at the CEBIT in Hannover Germany, March 2-6, 2010. We are writing to introduce you to our office, and to offer you our **cost-free** services. We assist U.S. companies that are considering establishing a location in Germany. It would be our pleasure to stop by your booth during the CEBIT to introduce you to the many strategic advantages that Bavaria offers to U.S. Information and Communications Technology companies and how we can assist you in setting up your new location in Bavaria.

Our services are designed to quickly connect you to the people and information you need to establish and develop your presence in Bavaria/Germany/Europe. Below are some examples of how we may help you:

- Providing valuable information to support your planning and analysis
- Facilitating introductions to the Bavarian business and government community as well as to industry networks and associations
- Exploring potential opportunities for financing and incentives according to funding criteria and qualifications
- Assisting with identifying the most favorable sites and facilities based on your specific expansion criteria

Bavaria, Germany's leading Information and Communications Cluster, consists of a well-balanced mix of 20,000 SMEs with a total of about 380,000 employees. In 2009, Bavaria increased its number of U.S. companies with subsidiaries in Bavaria to over 850 companies, including well-known high-tech companies such as Adobe, Apple, Cisco Systems, General Electric, Google, Microsoft, Motorola, Oracle, SAP and Siemens just to name a few. We invite you to visit our website www.bavaria.org for additional information on Bavaria.

Thank you for your consideration and we look forward to talking with you.

With best regards,

Jan Danisman

Deputy Director - Projects

State of Bavaria
U.S. Office for Economic Development
560 Lexington Avenue, Floor 17
New York, NY 10022

Telephone: 212-317-0588
Facsimile: 212-317-0590
E-Mail: jdanisman@bavaria.org
Internet: www.bavaria.org

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**Mailings from the Bavarian Ministry of Economic Affairs, Infrastructure,
Transport and Technology Office for Economic Development for circulation
and distribution purposes**

January 2010 – June 2010

FARA LABELING

1.	01/13/10	Invitation: Executive Business Breakfast and Networking, St. Regis Hotel San Francisco, January 28 th , 2010 (email)
2.	01/19/10	Newsletter "Business Bavaria" Issue 1, 2010 (email)
3.	02/26/10	Newsletter "Business Bavaria" Issue 2, 2010 (email)
4.	02/28/10	Follow-up: Executive Business Breakfast and Networking, St. Regis Hotel San Francisco, January 28 th , 2010 (email)
5.	03/05/10	State of Bavaria at GDC 2010 (email)
6.	03/25/10	Follow-up: State of Bavaria at GDC 2010, B/C contacts (email)
7.	03/25/10	Follow-up: State of Bavaria at GDC 2010, A contacts (USPS)
8.	04/08/10	Newsletter "Business Bavaria" Issue 3, 2010 (email)
9.	05/20/10	Newsletter "Business Bavaria" Issue 5, 2010 (email)
10.	05/26/10	Follow-up: State of Bavaria at Web 2.0 Expo 2010 (email)
11.	06/04/10	Follow-up: State of Bavaria at ThiEcon 2010 (email)
12.	06/09/10	Follow-up: San Francisco Business Times – Tech & Innovation Awards 2010, Union Square Hilton, San Francisco, May 20 th 2010 (USPS)
13.	06/23/10	Newsletter "Business Bavaria" Issue 6, 2010 (email)
14.	06/29/10	Invitation: Executive Business Breakfast on the occasion of Intersolar 2010, Moscone Center, San Francisco, July 15 th , 2010 (email)

Comment [J1]: ca. 250 guests

Comment [J2]: all West Coast contacts

Comment [J3]: all West Coast contacts

Comment [J4]: ca. 250 guests

Comment [J5]: West Coast exhibitors

Comment [J6]: ca. 40 West Coast contacts

Comment [J7]: ca. 10 West Coast contacts

Comment [J8]: all West Coast contacts

Comment [J9]: all West Coast contacts

Comment [J10]: ca. 20 West Coast contacts

Comment [J11]: ca. 40 West Coast contacts

Comment [J12]: ca. 60 attendees

Comment [J13]: all West Coast contacts

Comment [J14]: ca. 100 selected guests